IN THE CLAIMS:

Please cancel Claims 1 and 9-14 without prejudice or disclaimer of the subject matter recited therein.

Please amend Claims 2-8 and 15 and add new Claim 16 as follows.

Claim 1. (Cancelled).

2. (Currently Amended) The reflective display apparatus according to claim [[1]] 16, wherein ~~said colored area is colored in substantially the same color as that of said charged particles and~~ a second portion of the area other than ~~said colored area~~ the first portion is colored in a second color which is different from the color of the charged particles.

3. (Currently Amended) The reflective display apparatus according to claim [[1]] 16, wherein ~~said colored~~ the area is a light absorbing layer, a gap is provided between said first electrode and second electrode within the back substrate, and the colored area is ~~placed~~ disposed on the back substrate so as to overlap at least with the gap.

4. (Currently Amended) The reflective display apparatus according to claim [[1]] 16, wherein said support member is placed so as to partition ~~the pixel~~ pixels of the display apparatus.

5. (Currently Amended) The reflective display apparatus according to claim [[1]] 16, wherein said second electrode is provided on said support member.

6. (Currently Amended) The reflective display apparatus according to claim [[1]] 16, wherein said second electrode is placed between said support member and said back substrate.

7. (Currently Amended) The reflective display apparatus according to claim [[1]] 16, wherein an insulating liquid is further provided in the gap between said front substrate and said back substrate.

8. (Currently Amended) The reflective display apparatus according to claim [[1]] 16, wherein said colored area is a light absorbing layer and includes a plane overlapping with said support member within a plane horizontal to said back substrate.

Claims 9-14. (Cancelled).

15. (Currently Amended) An electrophoresis display apparatus comprising:

a first substrate and second substrate arranged with a predetermined gap in between;

an insulating liquid and a plurality of charged particles enclosed in the gap between these substrates;

a first electrode placed along said first substrate over a relatively wide area of a pixel; and

a second electrode ~~between which~~ having a voltage applied therebetween and said first electrode ~~a voltage is applied~~, said electrophoresis display apparatus carrying out a display by applying a voltage to these electrodes and moving said charged particles,

wherein said charged particles are colored in a first color,

at least a first portion of ~~the~~ a first area where said first electrode is placed in which the density of said charged particles cannot be kept high is colored in substantially the same color as said first color,

at least a second portion of the first area where said first electrode is placed in which the density of said charged particles can be kept high is colored in a second color,

when said charged particles are placed so as to cover said first electrode, said first color is visually recognized, and

when said charged particles are attracted to said second electrode and accumulated, said second color is visually recognized.

16. (New) A reflective display apparatus that creates a display by moving particles, comprising:

a front substrate and a back substrate;

a plurality of colored charged particles and an insulated liquid sandwiched between said front substrate and said back substrate;

a reflective first electrode and a second electrode placed on said back substrate; and

a support member provided to keep a distance between said front substrate and said back substrate,

wherein a first portion of an area of said first electrode which borders on said second electrode is covered by a colored layer, which color is the same as the color of said charged particles.